ABSTRACT

Price and promotion competition as fairly growth of the Internet, causing many telecom companies issue new products, like a modem or modem simcard. This situation is impacting on the performance of speedy sales revenue in PT. Telekomunikasi Indonesia (PT Telkom). To hold revenue sales of speedy performance, PT. Telkom needs to know the customer profile speedy. Customer profiling will help PT. Telkom to understand the characteristics of customers, so that used to be able to determine the speedy product in the next period. At this thesis, used the algorithm Modified Fuzzy C-Means (MFCM) and Fuzzy Swarm (FS) in dealing with customers and cluster validity index is Silhoutte Coefficient for analyzing the quality of result clustering for speedy customer profiling PT. Telkom in order to maintain performance of product sales revenue.

Keyword : Data Mining, Fuzzy Clustering, Fuzzy C-Means (FCM), Modified Fuzzy C-Means (MFCM), Fuzzy Swarm (FS), Cluster Validity Index, Silhoutte Coefficient